Technical Disclosure Commons

Defensive Publications Series

June 27, 2019

Continuous game spanning multiple ads with persistent scores

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Continuous game spanning multiple ads with persistent scores

ABSTRACT

In an effort to engage users, advertisers serve gamified ads, e.g., ads within which users can play games. Often, users initially engage well with such ads, gaining points as they play the game within the ad. However, when a user eventually exits the ad and later views it again, the user is returned to a ground state of the game, e.g., the gameplay is restarted at zero points. This leads to a waning of user interest. This disclosure describes techniques that maintain the game state for a given user across multiple ad servings. The ad servings can be across different apps, devices, or platforms.

KEYWORDS

- Gamified ads
- Games in ads
- Multi-ad games
- Persistent score
- Online advertising
- Ad engagement

BACKGROUND

In an effort to engage users, advertisers serve gamified ads, e.g., ads within which users can play games. Often, users initially engage well with such ads, gaining points as they play the game within the ad. However, when a user eventually exits the ad and later views it again, the user is returned to a ground state of the game, e.g., the gameplay is restarted at zero points. This leads to a waning of user interest. Also, current games-in-ads are shown repeatedly, e.g., tens of times, to a user, again leading to bored users who ignore the ad.

DESCRIPTION

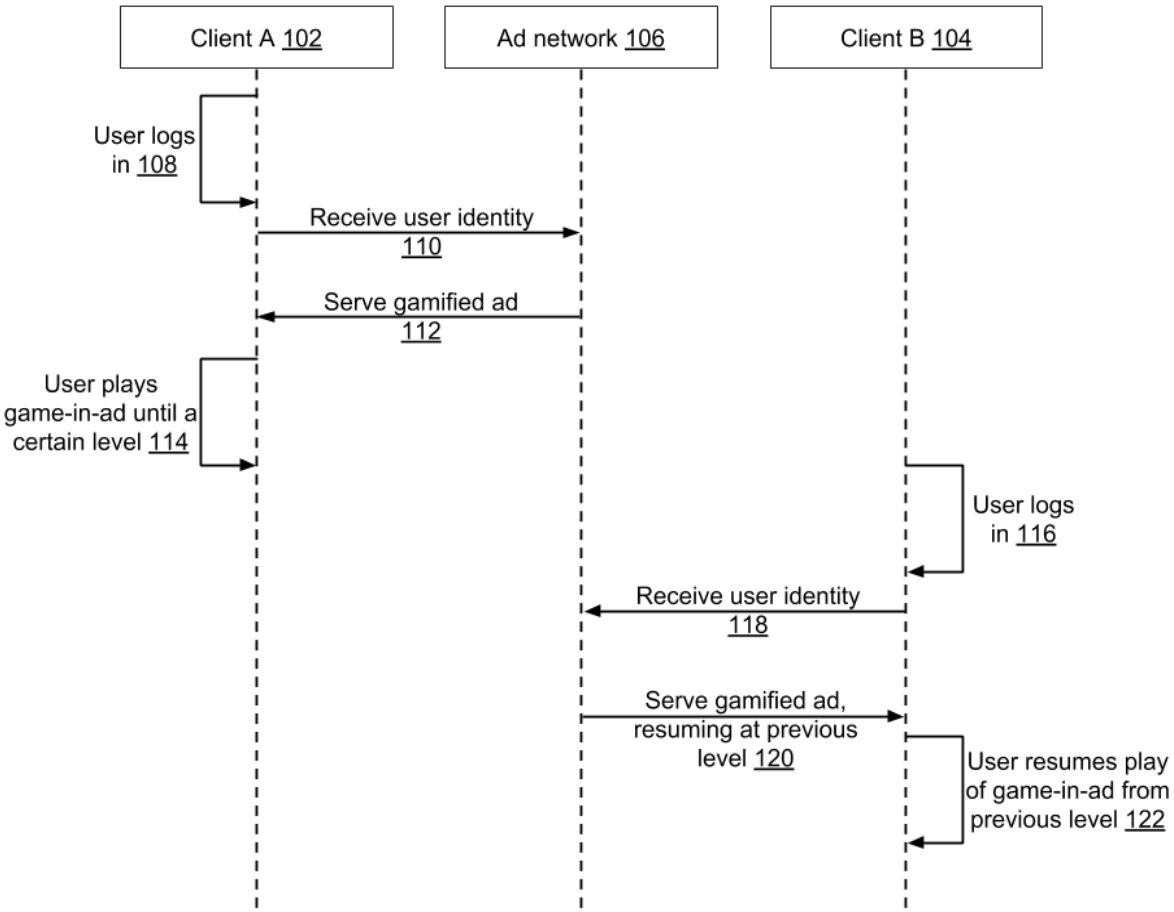

Fig. 1: Continuous game spanning multiple ads with persistent scores

Fig. 1 illustrates a continuous game that spans multiple ad-servings with persistent scores and character attributes, per techniques of this disclosure. A user employs multiple clients (102, 104). In this context, a client can be a device (e.g., a smartphone, a laptop, a personal computer, a tablet, etc.); an app (e.g., a mapping application, a messaging application, etc.); a platform (e.g., operating system); etc. For example, the two clients can be two different apps on the same device, the same or different application on two different devices, etc.

The user logs in to a first client (108). User login can be enabled, e.g., by an identity service provider, using biometrics, etc. If not already logged in, the user can be prompted or

requested to log in, to enable saving their progress. The user can be notified that the login request is not part of an app download process; rather it is a way to interact meaningfully with ads over time (versus repeating the same ad over and over again).

With user permission, an ad network (106) receives the user identity (110), and serves to the user a gamified ad (112). The user plays the game in the ad, reaching a certain level (114), measured in terms of, e.g., scores, levels, experience points, character attributes, other gains, etc. The user then exits the ad, e.g., by deactivating the client.

The user logs in to a second client (116). With user permission, the ad network receives the user identity (118). The ad network randomly selects an ad to serve to the user. If the selected ad is the same as the one served earlier to the user, the ad network serves the ad (120) while preserving the state of its in-built game, e.g., scores, levels, experience points, character attributes, other gains, etc. The user resumes play of the game in the ad from their previous level (122).

Alternatively, a different ad is randomly served to the user by the advertiser. The advertisement provider detects, based on user identity and with user permission, that it is the same user to whom the first ad was served, and retrieves the prior status of its in-built game.

At the end of the ad, the status is saved, and the process repeats. If the ad is for a game and the user chooses to download the game, then the downloaded game can start at the same level that the user left it within the ad. In this case, the user may need to log into the downloaded game, using an identity service provider, using biometrics, etc. to continue gameplay.

- *Example 1*: A burger company wants to engage online users. It designs an ad as follows. The user can create different types of cheeseburgers, each within an allotted time, and throw them in a certain way. As the user succeeds, they get more condiments to make

more burgers with. In this case, the persistent data can be a score that measures the number of burgers made by the user, the user's fastest burger making time, etc.

- *Example 2*: In an ad for a crossword puzzle game, a user is able to continue filling out the puzzle across different ad servings. One or more questions are served for each occasion that the consumer correctly gets a crossword entry. In this case, the persistent data is the state of the crossword puzzle, as completed thus far by the user. A prize can optionally be provided at the end if the consumer finishes the puzzle correctly.

Further to the descriptions above, a user may be provided with controls allowing the user to make an election as to both if and when systems, programs or features described herein may enable collection of user information (e.g., information about a user's social network, social actions or activities, profession, a user's preferences, or a user's current location), and if the user is sent content or communications from a server. In addition, certain data may be treated in one or more ways before it is stored or used, so that personally identifiable information is removed. For example, a user's identity may be treated so that no personally identifiable information can be determined for the user, or a user's geographic location may be generalized where location information is obtained (such as to a city, ZIP code, or state level), so that a particular location of a user cannot be determined. Thus, the user may have control over what information is collected about the user, how that information is used, and what information is provided to the user.

CONCLUSION

This disclosure describes techniques that maintain the game state for a given user across multiple ad servings. The ad servings can be across different apps, devices, or platforms.